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* * * * * STN Columbus * * * * *

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	ENTRY	SESSION
FULL ESTIMATED COST	0.21	0.21

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```
=> s (perceptual(w)map?)
L1      29 (PERCEPTUAL(W) MAP?)

=> s l1 and (human(w)(behati? or emotion?))
L2      0 L1 AND (HUMAN(W) (BEHAVI? OR EMOTION?))

=> s l1 and ((behati? or emotion?))
L3      3 L1 AND ((BEHAVI? OR EMOTION?))

=> d kwic 1
```

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L3 ANSWER 1 OF 3 USPATFULL
AB   A method for evaluating consumer response comprising conducting
      interviews to obtain emotional, rational and personality
      descriptors of functionally related items, eliciting from consumers
      evaluations of the extent to which the non-eliminated descriptors. . .
      the evaluated descriptors whereby descriptors, which provide the most
      discrimination between items and which account for the greatest amount
      of behavioral variance over 70% among consumers, are
      identified as attributes, eliciting from consumers evaluations of the
      extent to which attributes are. . .
SUMM . . . have been used to group descriptors or attributes into factors
      which are intended to approximate the underlying constructs of consumer
      behavior. Attributes have then been chosen from each cluster or
      factor using a centroid or averaging method. Moreover, when such
      information. . .
SUMM The appropriateness of a set of chosen attributes has been measured
      using known measures of behavioral variance generally applied
      in the behavioral sciences. The degree of behavioral
      variance displayed by a set of attributes is, among other things, an
```

indication of the efficacy of the set, chosen. . . .

SUMM . . . the present invention. Thus, existing market research methods and model simulations have never been able to achieve a consistently higher **behavioral** variance level than 70%.

SUMM . . . provides a solution to the problem of selecting a set of attributes for use in market research which achieves a **behavioral** variance of greater than 70% and, as demonstrated, over 90%, and which also provides the highest level of discrimination for. . . .

SUMM . . . groups of consumers and structuring of interviews can be accomplished by any of various techniques known in the marketing or **behavioral** sciences. In a given study, the items are usually functionally related, such as automobiles, shampoos, laundry detergents or breakfast cereals,

SUMM . . . are requested to identify (1) rational descriptors, which describe the items in terms of function or physical characteristics, and (2) **emotional** descriptors, which describe the **emotional** reasons which the consumers have for choosing an item such as, for example, status, feelings of trust in the brand. . . .

SUMM . . . from the descriptors on the bases of rank in the discrimination index and ability to provide the greatest degree of **behavioral** variance and usually number between 30 and 50.

SUMM . . . method of the present invention to achieve accurate and validated results with substantially greater than 70%, and up to 95%, **behavioral** variance among interviewed consumers.

SUMM . . . view of the capability of the method of this invention to achieve an accuracy of up to 95% explanation of **behavioral** variance.

SUMM . . . Attribute evaluations associated with the reference items are then used to plot points representing the reference items on a multi-dimensional **perceptual map**. Attribute evaluations associated with existing or proposed new items, such as fragrances, used in a series of related products, are then used to plot points representing the existing or proposed new items on the **perceptual map**. The relationships between the points representing these items, and the points representing the reference fragrances on the **perceptual map**, are then evaluated with respect to the indicated degrees of preference for the respective reference items. The preference for a . . . by incorporation of a different ingredient item, can be measured by the change in location of the points on the **perceptual map** representing the aggregate attribute evaluations of those items, relative to the points representing the reference items.

DRWD FIG. 6 exemplifies a **perceptual map** of reference fragrances and the attributes for evaluation of the reference fragrances.

DRWD FIG. 7 depicts the **perceptual map** of FIG. 6 with indications of the appropriateness of reference fragrances for use, for example, in shampoo products.

DETD . . . or have been otherwise identified as having a potential, to purchase a product, in open-ended, qualitative interviews wherein rational, functional, **emotional**, brand personality and user stereotype descriptors attributable to these products are elicited from the consumers.

DETD . . . Attributes, preferably numbering between 30 and 50, are then chosen from the set of descriptors which provide high levels of **behavioral** variance and from other significantly-discriminating evaluated descriptors, using the dual criteria of discrimination and **behavioral** variance. None of the descriptors are eliminated from consideration in the initial stages. Rather, the process of choosing the attributes. . . final set of attributes chosen is comprised of the smallest number of attributes which will achieve the highest level of **behavioral** variance greater than 70% and, preferably, 90% or greater, which will provide each consumer with the attributes necessary

to maximally. . . .

DETD . . . consumers in quantitative interviews, preferably using the SCRIBE computer aided interviewing technique as previously described herein. An example of a **perceptual map** of reference fragrances and attributes used in evaluating the same is shown in FIG. 6. The reference fragrances are represented. . . .

DETD . . . given fragrance, which resulting change is reflected by the resultant relocation of the point representing each given fragrance on the **perceptual map**, are measured by the Euclidean distances of those points from the points representing the reference fragrances on the **perceptual map** and the preference evaluations for the reference fragrances.

CLM What is claimed is:

1. A method for evaluating consumer response comprising: a. conducting interviews of consumers whereby rational, stereotype and personality descriptors of. . . least number of descriptors, which provide the most discrimination between items and which systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; d. eliciting from consumers evaluation of the extent to. . . .

6. A method according to claim 1 which further comprises creating a **perceptual map** wherein points representing attributes are plotted with respect to the ability of the respective attributes to provide a basis for. . . evaluations of the degree of preference for a reference item as associated with a given use, plotting points on the **perceptual map** representing the given items which points are plotted with respect to the attribute evaluations associated with each given item respectively.

. . . a given item which change is reflected by the resultant relocation of the point representing the given item on the **perceptual map** and is measured by the Euclidean distances of that point from the points representing the reference fragrances on the **perceptual map**.

8. A method according to claim 1 wherein the set of attributes chosen achieve a level of **behaviorial** variance of about 90% or greater.

. . . evaluated descriptors whereby descriptors, which provide the most discrimination between items and which systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; e. eliciting from consumers identification of uses which consumers. . . .

. . . of the evaluated descriptors whereby descriptors, which provide the most discrimination between items and which account for a level of **behavioral** variance of about 90% or greater among the interviewed consumers, are identified as attributes; e. eliciting from consumers identification of. . . .

. . . is calculated and whereby descriptors, which provide the most discrimination between items and systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; e. eliciting from consumers using questionnaires in qualitative interviews. . . .

. . . descriptors is calculated and whereby descriptors, which provide the most discrimination between items and which account for a level of **behavioral** variance of about 90% or greater among the interviewed consumers, are identified as attributes; e. eliciting from consumers using questionnaires. . . .

. . . descriptors whereby descriptors, which provide the most discrimination between reference fragrances and which systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; f. eliciting from consumers evaluations of the extent to which attributes

are attributable to reference fragrances; g. creating a **perceptual map** wherein points representing attributes are plotted with respect to the ability of the respective attributes to provide a basis for. . . an independence factor analysis of the attributes in order to form clusters of related attributes; k. plotting points on the **perceptual map** created in step h representing the given fragrances which points are plotted with respect to the attribute evaluations associated with. . . given fragrance which resulting change is reflected by the resultant relocation of the point representing the given fragrance on the **perceptual map** and is measured by the Euclidean distances of that point from the points representing the reference fragrances on the **perceptual map**.

14. A method according to claim 13 wherein the attributes achieve a level of **behavioral** variance of about 90% or greater.

=> d 1

L3 ANSWER 1 OF 3 USPATFULL
 AN 91:67324 USPATFULL
 TI Method of measuring and evaluating consumer response for the development of consumer products
 IN Frost, W. Alan, Haddon House, 2-4 Fitzroy St., London, England WIP 5ADE
 PI US 5041972 19910820
 AI US 1988-181784 19880415 (7)
 DT Utility
 FS Granted
 LN.CNT 1023
 INCL INCLM: 364/401.000
 INCLS: 455/002.000; 358/084.000
 NCL NCLM: 705/010.000
 NCLS: 725/024.000; 725/037.000
 IC [5]
 ICM: G06F015-21
 EXF 364/401; 358/84; 455/2

=> d kwic 2

L3 ANSWER 2 OF 3 INSPEC COPYRIGHT 2002 IEE
 TI Consumer spending **behaviour** and telecommunications services. A multi-method inquiry.
 AB. . . of understanding about how consumers are likely to behave in the brave new world of telecommunications offerings. Drawing on innovative **perceptual mapping**, conjoint, and respondent-adjusted-demand techniques, this study presents an in-depth, multi-faceted picture of the USA telecommunications consumer. Key questions are addressed. .
 ST **consumer spending behaviour**; telecommunications services; multi-method inquiry; marketing; investment; policy makers; **perceptual mapping**; conjoint technique; respondent-adjusted-demand technique; USA

=> d kwic 3

L3 ANSWER 3 OF 3 INSPEC COPYRIGHT 2002 IEE
 TI PERMAP: An interactive program for making **perceptual maps**.
 AB This article describes a DOS-based computer program for making and testing **perceptual maps**. The program, PERMAP, uses

conventional metric multidimensional scaling techniques. That is, it uses pairwise numerical values (correlations, proximities, dissimilarities, etc.). . . .

CT **BEHAVIOURAL SCIENCES COMPUTING; PSYCHOLOGY; SOFTWARE REVIEWS**
ST PERMAP; interactive program; **perceptual maps**; metric multidimensional scaling; pairwise numerical values; weighting factors; aggregation methods

=> d 1

L3 ANSWER 1 OF 3 USPATFULL
AN 91:67324 USPATFULL
TI Method of measuring and evaluating consumer response for the development of consumer products
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PI US 5041972 19910820
AI US 1988-181784 19880415 (7)
DT Utility
FS Granted
LN.CNT 1023
INCL INCLM: 364/401.000
INCLS: 455/002.000; 358/084.000
NCL NCLM: 705/010.000
NCLS: 725/024.000; 725/037.000
IC [5]
ICM: G06F015-21
EXF 364/401; 358/84; 455/2

=> d kwic

L3 ANSWER 1 OF 3 USPATFULL
AB A method for evaluating consumer response comprising conducting interviews to obtain **emotional**, rational and personality descriptors of functionally related items, eliciting from consumers evaluations of the extent to which the non-eliminated descriptors. . . . the evaluated descriptors whereby descriptors, which provide the most discrimination between items and which account for the greatest amount of **behavioral** variance over 70% among consumers, are identified as attributes, eliciting from consumers evaluations of the extent to which attributes are. . . .
SUMM . . . have been used to group descriptors or attributes into factors which are intended to approximate the underlying constructs of consumer **behavior**. Attributes have then been chosen from each cluster or factor using a centroid or averaging method. Moreover, when such information. . . .
SUMM The appropriateness of a set of chosen attributes has been measured using known measures of **behavioral** variance generally applied in the **behavioral** sciences. The degree of **behavioral** variance displayed by a set of attributes is, among other things, an indication of the efficacy of the set, chosen. . . .
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6. A method according to claim 1 which further comprises creating a **perceptual map** wherein points representing attributes are plotted with respect to the ability of the respective attributes to provide a basis for. . . evaluations of the degree of preference for a reference item as associated with a given use, plotting points on the **perceptual map** representing the given items which points are plotted with respect to the attribute evaluations associated with each given item respectively.

. . . a given item which change is reflected by the resultant relocation of the point representing the given item on the **perceptual map** and is measured by the Euclidean distances of that point from the points representing the reference fragrances on the **perceptual map**.

8. A method according to claim 1 wherein the set of attributes chosen achieve a level of **behaviorial** variance of about 90% or greater.

. . . evaluated descriptors whereby descriptors, which provide the most discrimination between items and which systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; e. eliciting from consumers identification of uses which consumers. . .

. . . of the evaluated descriptors whereby descriptors, which provide the most discrimination between items and which account for a level of **behavioral** variance of about 90% or greater among the interviewed consumers, are identified as attributes; e. eliciting from consumers identification of. . .

. . . is calculated and whereby descriptors, which provide the most discrimination between items and systematically account for the greatest amount of **behavioral** variance over 70% among the interviewed consumers, are identified as attributes; e. eliciting from consumers using questionnaires in qualitative interviews. . .

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=>